

ABSTRACT OF THE DISCLOSURE

In a method of controlling an image sensing apparatus, which has an image sensing device, a flash light used to illuminate an object with light, and a shutter switch, when an image sensing instruction is issued upon depression of the shutter button, an image is sensed using the flash. Then, a color temperature for processing the sensed image is calculated using at least color temperature information of the sensed image.

10 The sensed image is processed based on the calculated color temperature.